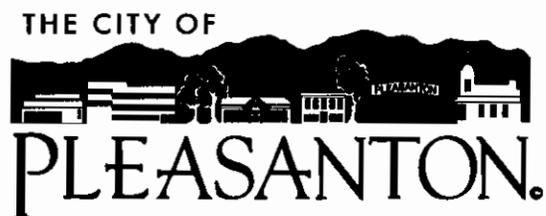


Vision Statement

Pleasanton is a well-planned, balanced community with desirable neighborhoods, an award-winning downtown with its small-town character, a diversified economic base, excellent schools, and a wide variety of community facilities. Pleasanton is a great place to live, raise a family, work, and do business. As our city approaches buildout in the next few years, we will strive to maintain these desirable qualities by continuing to develop a safe, convenient, and uncongested circulation system; by providing a comprehensive system of bicycle and pedestrian trails; by providing additional recreational and cultural facilities for the health and well-being of our residents; by strengthening our outreach to business of all sizes; and by preserving our natural resources, including water and air quality, and our community's environmental sensitivity. We will seek to minimize health and safety hazards.

Pleasanton is committed to sustainable community principles and will meet the needs of the current generation without compromising the ability of future generations to meet their needs. Pleasanton will maintain a positive and productive relationship with the Tri-Valley region, working collaboratively to address traffic and land use issues. We will continue to emphasize community participation and model the principles of the "Community of Character" of respect, responsibility, compassion, self-discipline, honesty, and integrity. The City's future, this vision, will depend upon maintaining a balanced budget, using our financial resources wisely, and continuing to promote Pleasanton as the premier place to live, work, and do business.



A VISION FOR THE ORGANIZATION

We believe in an organization that provides excellent customer service at all levels of the organization;

We believe in an organization that has a management team that leads by example, where strength of character, dedication, problem-solving and integrity count;

We believe in an organization that endorses continuous learning to assure employees have the skills to provide effective services and the training and education to prepare for career advancement opportunities;

We believe in an organization that fosters open and honest communication among all employees, across all departments and with the public;

We believe in an organization that is driven by clear objectives where strong performance is rewarded;

We believe in an organization that operates as one cohesive organization, not isolated departments, fostering collaborative interdepartmental partnerships with all employees for organizational and community problem-solving;

We believe in an organization that values all members of the organization and the community.



2013-2014 ACCOMPLISHMENTS

- Dedication of 5-acre Stoneridge Creek Neighborhood Park, which includes two lighted tennis courts, walking trail and public restrooms.
- Working in partnership with EBRPD, secured acquisition of Castleridge Ridge property (231 acres) as permanent open space along the Pleasanton Ridge; also secured the Austin property (22 acres) as City-owned open space to complement the Alviso Adobe Community Park.
- Continued to plan for the construction of Phase II Bernal Community Park, including reserving funds to construct the project in early 2015. The park will include three lighted synthetic fields to accommodate youth football, soccer, lacrosse and rugby, as well as a 38 acres of oak woodlands, trails and passive open space.
- Completed Stoneridge Drive, which includes improved sound walls, sound attenuating asphalt and improved bike and pedestrian access into Livermore along the Arroyo Mocho Trail.
- Adopted a Recycled Water Master Plan, including new agreements with DSRSD and the City of Livermore to provide recycled water supplies for landscape irrigation at Val Vista Community Park and the Staples Ranch area. Additionally, design development is underway to distribute additional recycled water into the business park and Pleasanton Sports Park.
- Initiated an LED street light replacement program that will improve lighting and reduce energy consumption and carbon emissions citywide.
- Designed and constructed improved circulation and reduced am/pm congestion at I-680/Bernal Avenue and I-580/Foothill Road on- and off-ramps, consistent with the City's General Plan.

- Renovated the Delores Bengston Aquatic center including improving concrete decks and filtration system, meeting ADA compliance requirements and incorporating the diving function into the redesign of the 25-meter pool.
- Implemented new planning guidelines to enhance historical preservation and to provide more predictability for homeowners regarding the renovation and expansion of existing historic homes in Downtown Pleasanton.
- Modified our existing growth management policies by setting a limit on new housing permits at 235 annually.
- Continued to develop plans for the design and construction of the 185-unit Kottinger Gardens Senior Housing Project.
- Facilitated approval of various high-end residential projects that include new parks, trails, improved traffic circulation, and funds set aside for school facility improvements. All projects included the negotiations of comprehensive multi-year development agreements that secure various amenities and improvements for the City.
- Continued to facilitate opportunities to expand business development within our community which foster job growth. Examples include approval of the Workday Corporate Campus and Clorox Research Facility, relocation of Thermo Fischer Scientific, and the expansion of the existing Mercedes, Lexus, BMW and Acura car dealerships. Plans also approved for a regional CarMax facility and Chrysler Dodge Jeep dealership.
- Initiated an Economic Development Zone to facilitate renovation and enhancement of existing businesses and properties located along Johnson Drive, to incentivize the development of Freeway Oriented Retail.
- Adopted two certified housing elements consistent with State law.
- Implemented Downtown Vitality Guidelines to streamline permit approvals, standardize hours of operation, and incentivize nightlife (music, etc.).
- Adopted performance metrics to assess organizational effectiveness of various City departments and commissioned a resident survey to assess satisfaction with various City services.

- Implemented new technologies to enable better access to City services, including the City's Mobile Citizen App.
- Developed a new City website to better reflect the City organization and community and to improve functionality and better access to City services and information.
- Adopted a Parks and Recreation Master Plan that identifies short-term and long-term improvements to existing public parks and facilities (e.g. senior center, etc.), as well as additional public amenities to correspond with General Plan requirements. Planned amenities include new dog parks, tennis courts, community parks, turf fields, and a community center.
- Consolidated the City's Fire Dispatch system with Alameda County, resulting in improved 911 service, operational efficiencies and budget savings.
- Celebrated the Library's 25th anniversary with a glitzy night-time gala event, which raised over \$10,000 for the library. Plans are currently underway to explore the development of new Library and Civic Center.
- Authorized City's first-ever mail-in special election to fill a vacant City Council seat.
- Implemented a Commercial Recycling Ordinance, while also banning the use of plastic bags and Styrofoam containers citywide.
- Improved the City's wireless telecommunications ordinance, which will address service gaps for residents and businesses within our community.
- Approved a long-term fiscal plan to ensure revenues match and/or exceed expenditures over the next ten-years to fund vital services such as public safety, parks maintenance and library services, while also reserving funds annually to meet long-term obligations and economic uncertainties.
- Initiated Pay-Off of the Callippe Preserve Golf Course debt, resulting in the City being free of construction debt for the first time since the 1970s.
- Approved balanced budgets and capital improvement plans, which enabled, among other things, the hiring of 5 new police officers.